

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Optima Media
Attention: Accounts Payable
3 Linwen Way
Baltimore, MD 21236

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
1512089-1	08/21/16	August 2016	08/01/16 - 08/15/16

Property	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Bradshaw/R/Sheriff	BRADSHAW FOR SHERIFF	3452

Flight Dates	Order #	Alt Order #
08/09/16 - 08/15/16	1512089	08339332

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
	300	347

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/12/16	08/12/16	WPBF News 25 @ Noon	12pm-1230pm	----1--	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/08/16	08/14/16	----1--	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	08/12/16	12:11 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB100TVFLH	\$265.00 NM
2	08/15/16	08/15/16	WPBF News 25 @ Noon	12pm-1230pm	1-----	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/15/16	08/21/16	1-----	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	08/15/16	12:26 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB100TVFLH	\$265.00 NM
3	08/13/16	08/13/16	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/08/16	08/14/16	-----1-	1	\$265.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	08/13/16	8:37 AM	Sat 8-9am News	Sat 8-9am	:30	SRB100TVFLH	\$265.00 NM
4	08/14/16	08/14/16	SUN WPBF News 25 @ 11-11:35PM		-----1	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/08/16	08/14/16	-----1	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/14/16	11:19 PM	SUN WPBF News 25 @ 11PM	11-11:35PM	:30	SRB100TVFLH	\$600.00 NM
5	08/14/16	08/14/16	Sun 6pm News	6-630p	-----1	:30	1	\$425.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/08/16	08/14/16	-----1	1	\$425.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	08/14/16	6:12 PM	Sun 6pm News	6-630p	:30	SRB100TVFLH	\$425.00 NM
6	08/14/16	08/14/16	Sun 8-9am News	Sun 8-9am	-----1	:30	1	\$265.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearst.com/broadcasting/who-we-are

We warrant that the actual broadcast information shown on this invoice was taken from the program log

Hearst Television Inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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Lehigh Valley, PA 18002-6885

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
1512089-1	08/21/16	August 2016	08/01/16 - 08/15/16
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Bradshaw/R/Sheriff	BRADSHAW FOR SHERIFF	3452	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/08/16	08/14/16	-----1	1	\$265.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Su	08/14/16	8:25 AM	Sun 8-9am News	Sun 8-9am	:30	SRB100TVFLH	\$265.00 NM
7	08/11/16	08/11/16	WPBF News 25 @ Noon	12pm-1230pm	---1---	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/08/16	08/14/16	---1---	1	\$265.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Th	08/11/16	12:15 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB100TVFLH	\$265.00 NM
8	08/09/16	08/09/16	Tu WPBF News 25 @ 11	11-11:35PM	-1-----	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/08/16	08/14/16	-1-----	1	\$600.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Tu	08/09/16	11:30 PM	Tu WPBF News 25 @ 11PM	11-11:35PM	:30	SRB100TVFLH	\$600.00 NM
9	08/09/16	08/09/16	WPBF News 25 @ Noon	12pm-1230pm	-1-----	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/08/16	08/14/16	-1-----	1	\$265.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	Tu	08/09/16	12:29 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB100TVFLH	\$265.00 NM
10	08/10/16	08/10/16	WPBF News 25 @ Noon	12pm-1230pm	--1----	:30	1	\$265.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/08/16	08/14/16	--1----	1	\$265.00				
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WPBF	W	08/10/16	12:08 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	SRB100TVFLH	\$265.00 NM
Total Spots							10		

Payment Terms 30 Days

<u>Gross Total</u>	\$3,480.00
<u>Agency Commission</u>	\$522.00
<u>Net Amount Due</u>	\$2,958.00

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